Emanuele Brivio

Staff Product Designer

B2B / B2C Digital Products | Design Systems & Scalable Platform Design

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Staff Product Designer with 10+ years of experience on B2B / B2C platforms across startup, scale-up, and enterprises.
Focused on reducing product complexity and designing scalable systems, turning ambiguity into testable, measurable solutions.
Currently working on B2B SaaS digital platforms, including AI-assisted assessment and training experiences.

Work Experience

2023 – Present
Staff Product Designer
QA (formerly Cloud Academy) – B2B SaaS

- Worked in **multiple product trios** to define **product roadmaps**, run **enterprise pilot projects**, and facilitate customer interviews

- Acted as design mentor, supporting the growth of a **distributed design team (from 3 to 7 designers)** and guiding **2 career transitions into design roles**

- Led the design of **AI-assisted assessment and training experiences**, using **scenario-based simulations** to support skill evaluation, learning, and decision-making in complex roles

- Evolved the Bonsai Design System into a productized platform, introducing **governance**, **roadmap ownership**, and weekly review rituals across **7 designers and 20+ engineers**

2017 – 2023
Senior Product Designer / Product Manager
Cloud Academy – B2A Scale-up

- Led design initiatives to reduce product complexity and support scalability across a rapidly growing B2B SaaS platform, enabling multi-role access and growth **from ~60 to 200+ enterprise customers**

- Led a complete redesign of onboarding and first-time experience, **reducing early user drop-off from ~35% to ~20%** within the first week

- Contributed to **+50% MRR growth over 6 months** through continuous experimentation on B2C acquisition and retention flows, shipping **2 to 3 experiments per week**

- Initiated and built the first version of the Bonsai Design System, establishing shared UI foundations for cross-functional teams, **reducing design and development time by ~30%**

2012 – 2017
Co-Founder & Head of Design
Plastic Panda – Digital Product Studio

- Co-founded a digital product studio delivering custom digital tools for **large banks, insurance companies**, and regulated organizations, focused on **innovation and transformation initiatives**

- Designed and shipped **internal platforms for leadership training, talent assessment**, and organizational development, used in production within complex corporate environments

Education

Bachelor in Media & Interaction Design – European Institute of Design (IED), Milan
High School Diploma in Computer Science – IIS Badoni, Lecco

Skills

Product Design & UX Strategy

- Framing complex product problems and guiding product discovery
- Defining product direction and success metrics

Design Systems & Platform Architecture

- Building and scaling design systems with governance and adoption
- Designing UI architecture for complex, multi-role platforms

Analytics & Data-Informed Decisions

- Using product analytics to validate assumptions and prioritize impact
- Combining qualitative insights with quantitative data

Leadership & Collaboration

- Influencing product decisions in cross-functional product trios
- Mentoring designers and supporting team growth

Continuous Learning

AI for Designers
– Interaction Design Foundation

Innovation Through Design
– University of Sydney (Coursera)

Product Analytics & Experimentation
– Product School

Accessibility – How to Design for All
– Interaction Design Foundation

Digital Product Management
– University of Virginia (Coursera)